



PRESIDENT'S BOARD REPORT

March 11, 2025



**EVERGREEN
VALLEY COLLEGE**

STUDENT SUCCESS

“ I knew I wanted to make a real impact in my community. I researched the process, drafted a request, and reached out to city officials to highlight the importance of raising awareness about domestic and sexual violence and prevention.”

Wanting to amplify the message, I invited the local Asian Women’s Home to join me at the city council meeting, and was honored to have AACI’s CEO Sarita Kohli and program coordinator Candace Soto join me at the meeting.

This year’s NO MORE Week is centered on NO MORE Silence, breaking the silence and shining a spotlight on the epidemic of domestic and sexual violence that impacts 1 in 3 women and 1 in 6 men globally, and encourage collective action to stop it.

”



Sheri Ostdiek

EVC paralegal student
SJCC public policy and society degree

Sheri is a current EVC and SJCC student who was given a proclamation by the City of Santa Clara for NO MORE Week in early March.

PRESIDENT'S HOUR



President Vinicio Lopez hosted his first President's Hour with students.

CHANCELLOR ROUNDTABLE



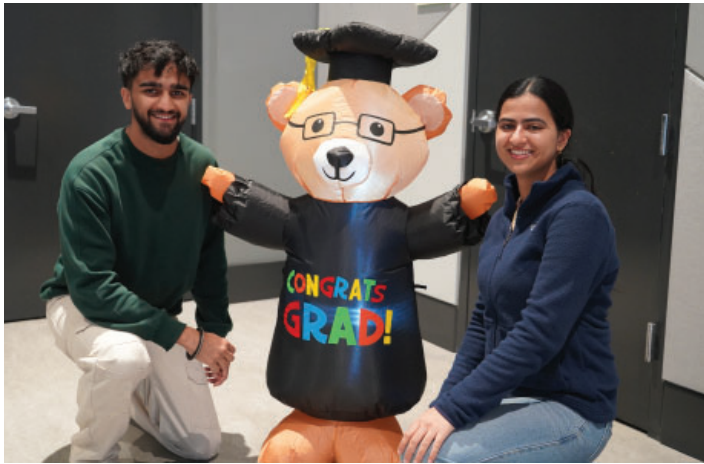
Chancellor Beatriz Chaidez met with students on campus as part of her Chancellor's Roundtable.

CONGRESSMAN LICCARDO



Leaders from both campuses, District leadership and the Board of Trustees met with the new freshman Congressman, Sam Liccardo.

GRADUATES



TET NEW YEAR'S



(above) Photos from our Tet New Year's Celebration.

(left) Photos from our Grad Fair and 2025 nursing class photos.

KPIX FEATURE STORY



Len Ramirez with KPIX (CBS) interviewed students and faculty in our Auto Tech program, including at Honda of Stevens Creek on the potential to earn a good-paying job with industry experience.

With over 100 dealerships in the Bay Area alone, technicians are in high demand. An apprentice earns \$20, but that wage quickly rises to \$30 to \$40 per hour upwards to \$60 per hour after five years.

CALIFORNIA LAW PATHWAYS



Women's soccer player and paralegal major Natalia Medina was invited to the California LAW Pathways Summit in Southern California, joining sociology professor Shaneel Pratap.

She was able to hear from Judge Elizabeth Macias, the first Latina appointed to the Orange County Superior Court's felony trial panel.

CTE EMPLOYMENT DATA

79% of respondents employed full-time at one job (excluding self-employed) are working in their field of study.

90% of completers and 92% of transfers stated they met their primary goal.

92% of respondents who reported their employment is close or very close to their field of study stated they met their primary education goal.

40% of respondents make between \$20-\$30/hr, 25.2% make between \$30-\$50/hr, and 23.5% make more than \$50/hr.

89% of responders make about the same as living wage for a single adult in the area, or above the living wage estimates. This is great for our communities.



MARK YOUR CALENDARS



The dedication of Tamien Way along with the openings of our Student Services, General Education and Nursing wing.



Our ticketed concert to celebrate the Persian New Year on March 27 in the EVC Theatre.



Wandering Threads by Connie Begg
Art exhibit through March 27 - Art Gallery

Why Gender is Important Today
March 26 at 12 p.m. in Gullo II

Women in Nontraditional Careers: Engineering
March 13 at 12:15 p.m. - Gullo I

Poetry Jam
March 31 at 12 p.m. in Gullo II

Book Discussion & Tea
March 20 at 12:15 p.m. - Gullo II



**EVERGREEN
VALLEY COLLEGE**



DAY ON THE EVERGREEN

IN SAN JOSE

**JOIN US FOR A FUN-FILLED DAY
AT EVERGREEN VALLEY COLLEGE**

**SATURDAY, APRIL 26
10 A.M.-4 P.M.**

**Enjoy food trucks, kids' games, classic cars, live music,
and our popup planetarium, plus much more!**

Bring your family and friends!

evc.edu/events

Analytics Report

February 2025

EVC Marketing Office



Analytics Report

The data analytics included in the monthly board reports reflect the communication channels that EVC is utilizing to inform students.

You will see from the data that we are using social media to broadcast our message to the tune of 100,000 views a month and have another 250,000 views on our website. In addition we send out weekly emails to students that have expressed an interest or are currently attending EVC.




You can see from the report the most viewed posts each month, which gives you a snapshot of the content. By looking at the data on what students are clicking on, both on our website and through our eblasts, we can help predict and better serve the students' needs. We can see their interests not only in our programs but their academic field of study.

EVC Marketing Office

Digital
Overview
Feb.
2025

*best showing
for the year.



Overall Social Followers		Social Impressions This Month	Reactions (likes) This Month
	4,544	29,308	400
	2,191	50,661	2,283
	19,976	31,654	575
Total		192,771 (YTD)	5,454 (YTD)



Website Users	Website Impressions	Home Page Views	Apply Page Views
38,486	168,308	53,171	7,924



# of Eblasts	# of Sends	Open Rate	Clicks Back to Website
3	35K per blast	56%	714



Top Instagram Posts for Month of February



2,217 impressions
47 likes

Tara Mandrekar, spoke on the benefits of AI and how the industry is changing.



1,933 impressions
185 likes

One horse, "parked" in our parking lot.



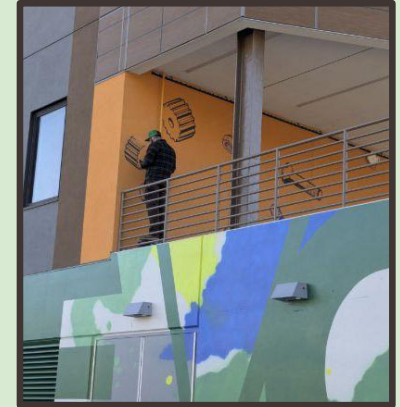
1,616 impressions
81 likes

The Police hosted Cocoa, Cookies and Cops on a cold Spring evening.



1,567 impressions
56 likes

The gaming club hosted a networking Friday event



1,528 impressions
114 likes

Area artist John Barrick finishes off artwork on the GE Building wall.



Top Facebook Posts for Month of February



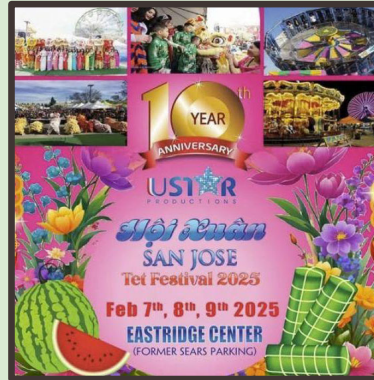
1,824 impressions
45 reactions

McTate Stroman curated the latest art exhibit: Dena Love, Dena Strong



1,790 impressions
29 reactions

Celebration of our Tet New Year's event.



1,436 impressions
25 reactions

Promotion of EVC being at the Lunar New Year's celebration at Eastridge Mall



1,369 impressions
18 reactions

The Police hosted Cocoa, Cookies and Cops on a cold Spring evening.



1,135 impressions
19 likes

Freshman congressman Sam Liccardo meets with EVC and SJCC



Top LinkedIn Posts for Month of February



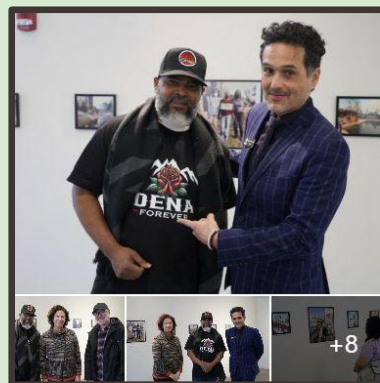
5,088 impressions
41 likes

Open jobs at the District and at EVC.



2,203 impressions
62 likes

Our first music ensemble performance of the season.



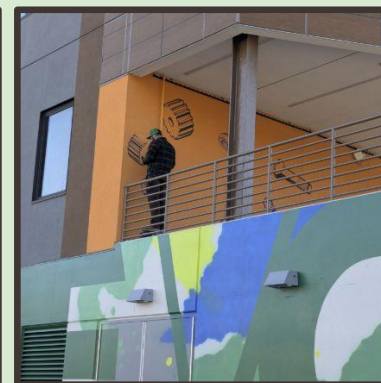
1,608 impressions
34 likes

McTate Stroman curated the latest art exhibit: Dena Love, Dena Strong



1,582 impressions
33 likes

Freshman congressman Sam Liccardo meets with EVC and SJCC



1,371 impressions
36 likes

Area artist John Barrick finishes off artwork on the GE Building wall.